

GoRVing Campaign

NOVEMBER 2021

OBJECTIVE

To promote RVs and RV lifestyle to consumers nationwide.

STRATEGY

Brand Ambassadors invite consumers to tour the sample RV by being outgoing and friendly. They are informative and create an exciting experience for consumers so they leave interested in purchasing or renting.

GO ON
A REAL
VACATION

LOCATIONS

Tucson, AZ

Davis-Monthan Air Force Base
11/6/21 & 11/7/21 (18 Total Hours)
Four Brand Ambassadors per day

Daytona Beach, FL

Daytona International Speedway
11/11/21 - 11/14/21 (40 Total Hours)
Four Brand Ambassadors per day

